



**IN THE UNITED STATES PATENT
AND TRADEMARK OFFICE**

Title: EVENT COLLECTION)	
ARCHITECTURE)	
)	Art Unit: Not yet assigned
)	
Inventor: Olsson, et al)	Examiner: Not yet assigned
)	
Serial No.: Not yet assigned)	
)	
Filed: 10/22/2001)	
)	
Assignee: WebSideStory, Inc.)	

Power of Attorney

I hereby appoint Levin & Hawes LLP, the Practitioners at Customer Number 22853 as the attorneys for WebSideStory, Inc., to represent the assignee of this application, WebSideStory, Inc., a California corporation, before the United States Patent and Trademark Office in the above referenced patent application, to pay the issue fee and to receive the issued patent and to transact all business in the Patent and Trademark Office connected therewith.

I am an officer of WebSideStory, Inc., the assignee of all of the right, title and interest in and to the above referenced patent, as evidenced by the attached assignment filed for recordation on date even in the United States Patent and Trademark Office. I am authorized by WebSideStory, Inc. to sign this Power of Attorney on behalf of WebSideStory, Inc.

Name: John J. Hentrich

Signature: _____

President & CEO

Date: FEBRUARY 04, 2002

Levin & Hawes LLP
384 Forest Ave., Suite 13
Laguna Beach, CA 92651
(949) 497-7676
Fax: (949) 497-7679